Having described the invention, the following is claimed:

1. An apparatus for use in forming sheet material assemblages which include a folded cover section having two sides and into which other sheet material items are inserted, said apparatus comprising;

a pocket assembly which is sequentially movable past a folded cover section feeder and plurality of sheet material item feeders,

said pocket assembly including forward and rear walls defining a pocket into which a folded cover section is fed and a mechanism for opening folded cover sections of different sizes to receive the other sheet material items;

said mechanism for opening folded cover sections of different sizes comprising a first gripper for gripping one side of a folded cover section of one size, and a second gripper spaced apart from said first gripper for gripping one side of a folded cover section of a different size.

2. An apparatus as set forth in claim 1 further including an operator assembly connected with said first and second grippers to operate said first and second grippers during forming of sheet material assemblages of the one size and during forming of sheet material assemblages the different size.

3. An apparatus as set forth in claim 1 further including a presser which is connected with a first one of said forward and rear walls and is

effective to press a side of a folded cover section against a second one of said forward and rear walls.

4. An apparatus as set forth in claim 3 further including an operator assembly which is connected with said presser and is operable to effect movement of said presser relative to said first one of said forward and rear walls to move said presser between a retracted condition and an extended condition, said presser being effective to urge the one side of the folded cover section toward said second gripper when said presser is in the extended condition.

5. An apparatus as set forth in claim 4 further including an actuator which is operable between an active condition and an inactive condition, said actuator being effective to effect operation of said operator assembly to move said presser when said actuator is in the active condition, said actuator being ineffective to effect operation of said operator assembly when said actuator is in the inactive condition.

6. An apparatus for use in forming sheet material assemblages of different sizes, said apparatus comprising:

a pocket assembly which is sequentially movable past a plurality of sheet material feeders, said pocket assembly including a base and a sheet material support portion which is connected with said base and is engagable

with a folded portion of a cover section of a sheet material assemblage with opposite sides of the cover section extending upward from the folded portion of the cover section,

a first gripper connected with said base and spaced a first distance from said sheet material support portion to engage an upper edge portion of one side of a cover section of a first sheet material assemblage having a relatively large distance between a folded portion and an upper edge portion of the cover section of the first sheet material assemblage, and

a second gripper connected with said base and spaced a second distance from said sheet material support portion to engage an upper edge portion of one side of a cover section of a second sheet material assemblage having a relatively small distance between a folded portion and an upper edge portion of the cover section of the second sheet material assemblage, said first distance being greater than said second distance.

7. An apparatus as set forth in claim 6 wherein said pocket assembly includes a side section which is movable relative to said base to operate said pocket assembly between open and closed conditions, and a presser which is movable with said side section, said presser being engagable with the cover section to press the cover section against said base.

8. An apparatus as set forth in claim 7 wherein said presser is movable relative to said side section between a retracted position and an

extended position in which said presser extends from said side section toward said base section, said apparatus further includes an operator assembly connected with said presser and an actuator which effects operation of said operator assembly to move said presser between the retracted and extended positions.

9. An apparatus as set forth in claim 8 further including a first base surface area against which a portion of a cover section of a sheet material assemblage having a relatively large distance between the folded portion and the upper edge portion is pressed by said first gripper and a second base surface area against which a portion of a cover section of a sheet material assemblage having a relatively small distance between the folded portion and the upper edge portion is pressed by said second gripper, said presser being effective to urge a cover section against at least said one of said first and second base surface areas.

10. An apparatus as set forth in claim 8 further including a first base surface area against which a portion of a cover section of a sheet material assemblage having a relatively large distance between the folded portion and the upper edge portion is pressed by said first gripper and a second base surface area against which a portion of a sheet material assemblage having a relatively small distance between the folded portion and the upper edge

portion is pressed by said second gripper, said presser being effective to urge a cover section against said second base surface area.

11. An apparatus as set forth in claim 8 wherein said actuator is operable between an active condition in which said actuator is effective to effect operation of said operator assembly to move said presser and an inactive condition in which said actuator is ineffective to effect operation of said operator assembly to move said presser.

12. An apparatus as set forth in claim 11 further including a device for operating said actuator between the active condition and the inactive condition, said actuator being in the inactive condition when a sheet material assemblage having a cover section with a relatively large distance between the folded portion and the upper edge portion of the cover section is to be formed in said pocket assembly, said actuator being in the active condition when a sheet material assemblage having a cover section with a relatively small distance between the folded portion and the upper edge portion of the cover section is to be formed in said pocket assembly.

13. An apparatus as set forth in claim 6 further including a first actuator for effecting operation of said first gripper between first and second conditions, said first gripper being effective to press a portion of a cover section having a relatively large distance between a folded portion and an

upper edge portion against a first gripper surface connected with said base when said first gripper is the first condition during the forming a sheet material assemblage having a relatively large distance between the folded portion and the upper edge portion of the cover section, said first gripper being ineffective to press a portion of a cover section against said first gripper surface when said first gripper is in the second condition, and a second actuator for effecting operation of said second gripper between first and second conditions, said second gripper being effective to press a portion of a cover section having a relatively small distance between a folded portion and an upper edge portion against a second gripper surface connected with said base when said second gripper is in the first condition during the forming of a sheet material assemblage having a relatively small distance between the folded portion and the upper edge portion of the cover section, said second gripper being ineffective to press a portion of a cover section against said second gripper surface when said second gripper is in the second condition.

14. An apparatus as set forth in claim 13 wherein said first and second grippers are simultaneously operated between their first and second conditions by said first and second actuators during the forming of sheet material assemblages having a relatively small distance between the folded portion and the upper edge portion of the sheet material assemblage.

15. An apparatus as set forth in claim 6 further including a first shaft connected with said first gripper and rotatably mounted on said base, a second shaft connected with said second gripper and rotatably mounted on said base, and a linkage connected with said first and second shafts to move said first and second shafts during the forming of a sheet material assemblage having a relatively large distance between the folded portion and the upper edge portion of the cover section and during the forming of sheet material assemblages having a relatively small distance between the folded portion and the upper edge portion of the cover section.